

Visit Albuquerque Destination Dashboard

November 2025 Report



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ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



Lodging



Industry
Performance

Air Service



Albuquerque

LODGERS' TAX SNAPSHOT

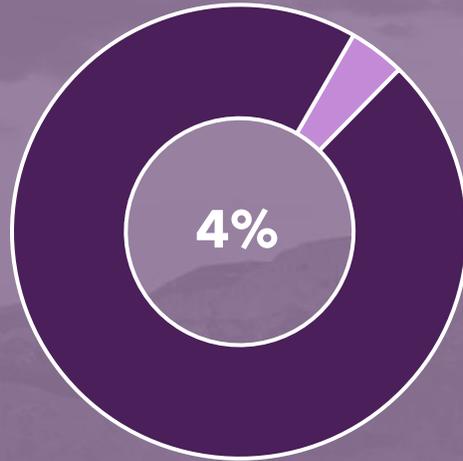
2026 Fiscal Year-to-Date through October

Total Lodgers' Tax Revenue
Collected

\$7,055,844

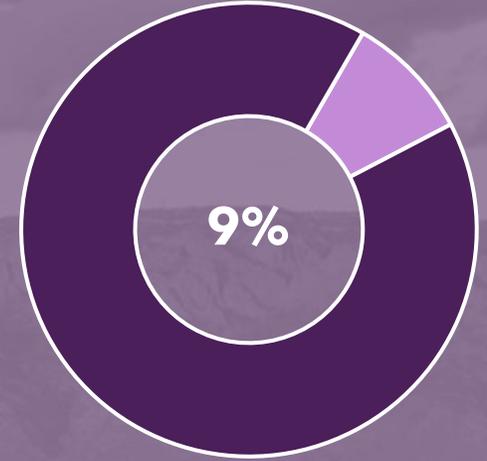
-6% vs October 2024

Delinquent Share of Lodgers' Tax
Revenue Collected



-2 pts vs October 2024

Short-Term Rental Share of
Lodgers' Tax Revenue Collected



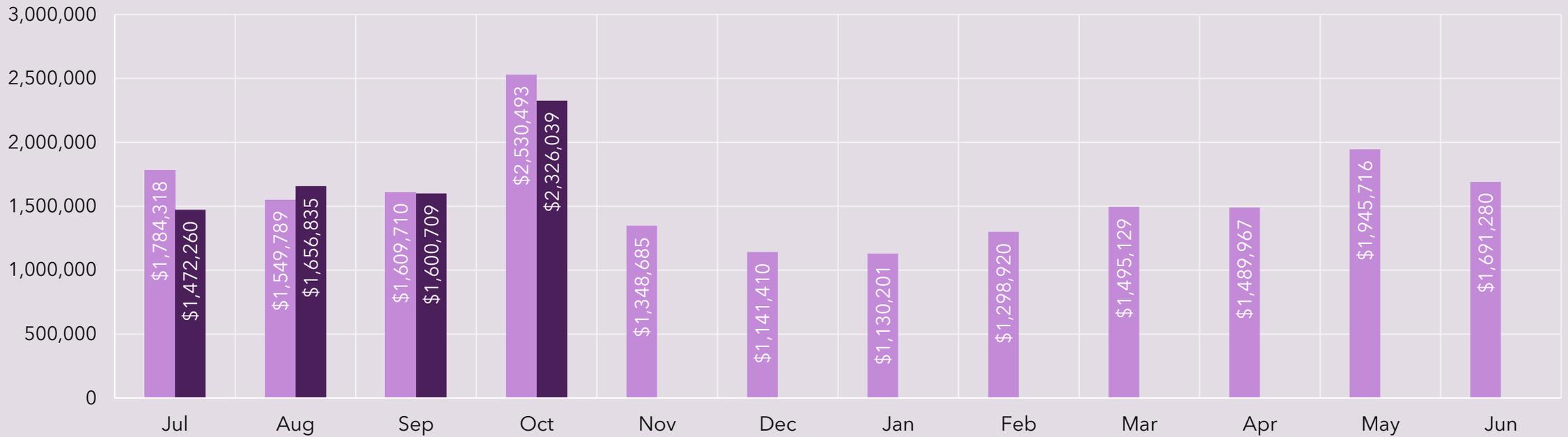
0 pts vs October 2024

Albuquerque

LODGERS' TAX COLLECTIONS BY MONTH

Lodgers' Tax Revenue

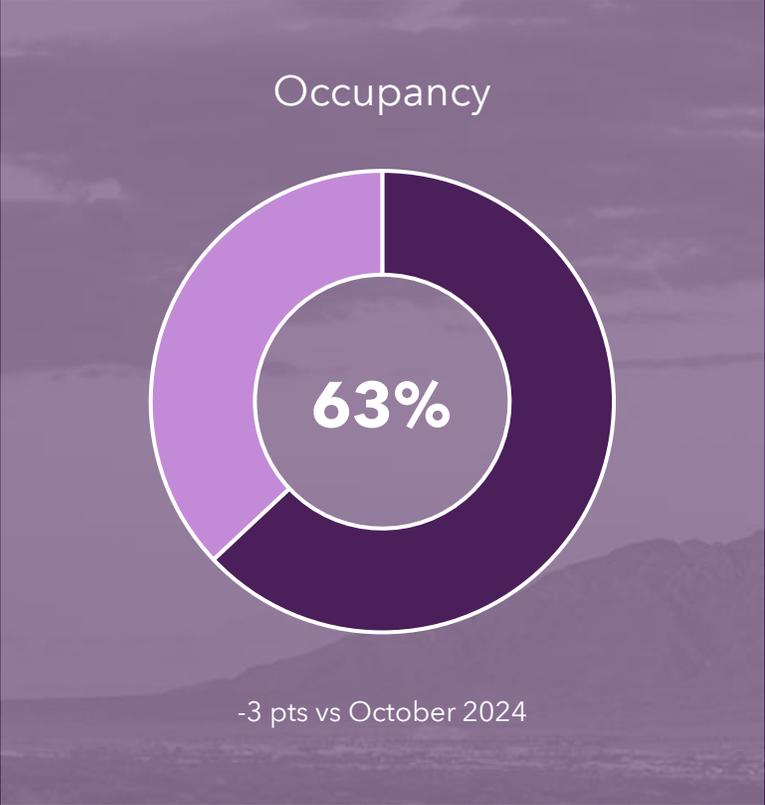
FY26 FY25



Albuquerque

HOTEL SNAPSHOT

2025 Calendar Year-to-Date through October



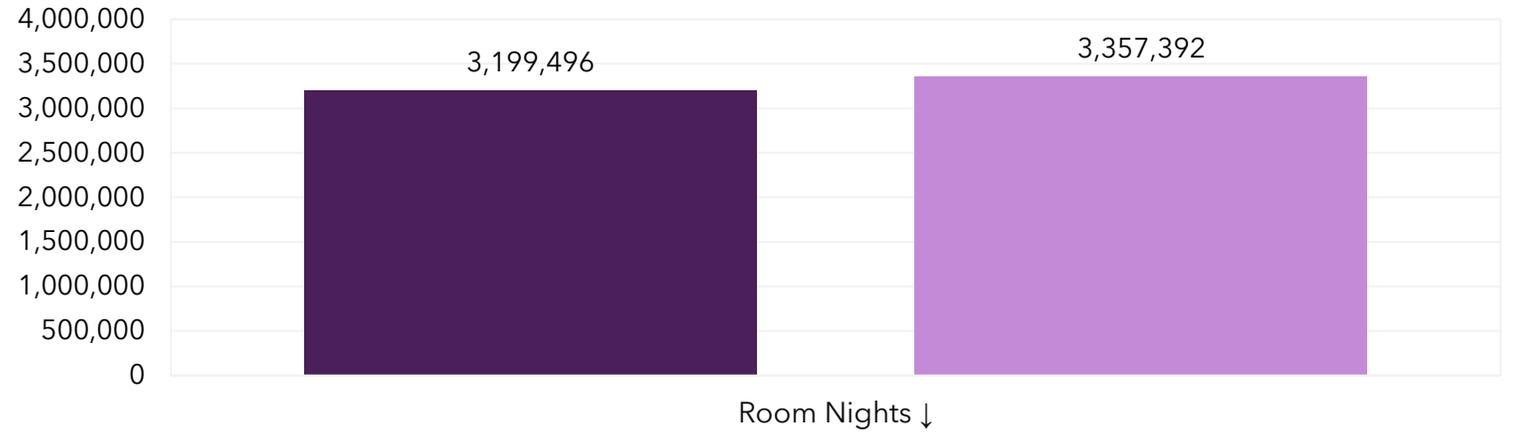
Albuquerque

HOTEL PERFORMANCE

CYTD through October

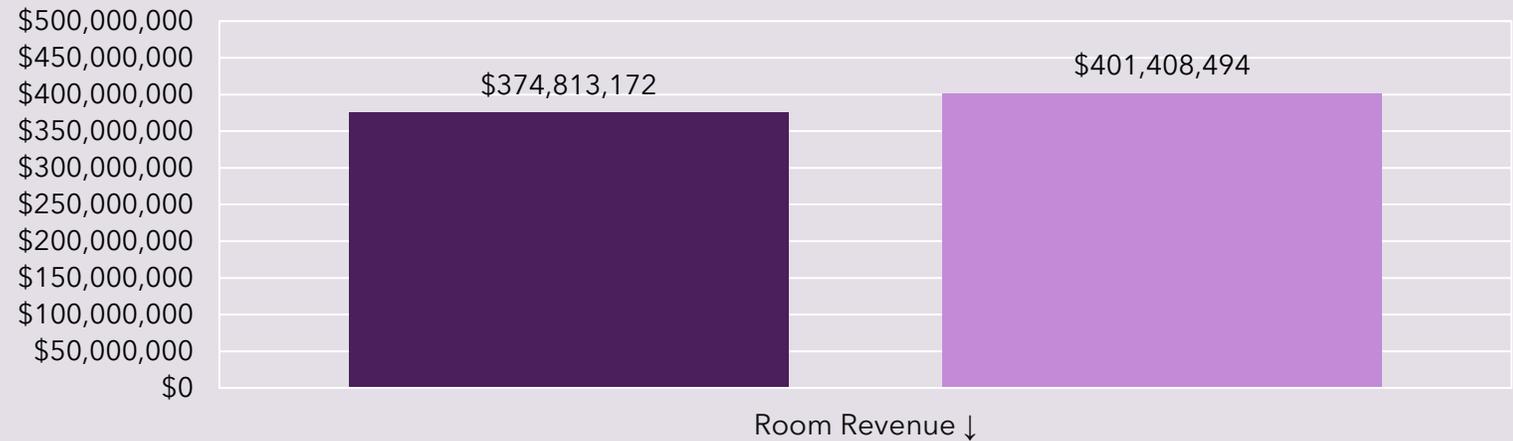
Hotel Demand

■ CYTD25 ■ CYTD24



Hotel Revenue

■ CYTD25 ■ CYTD24



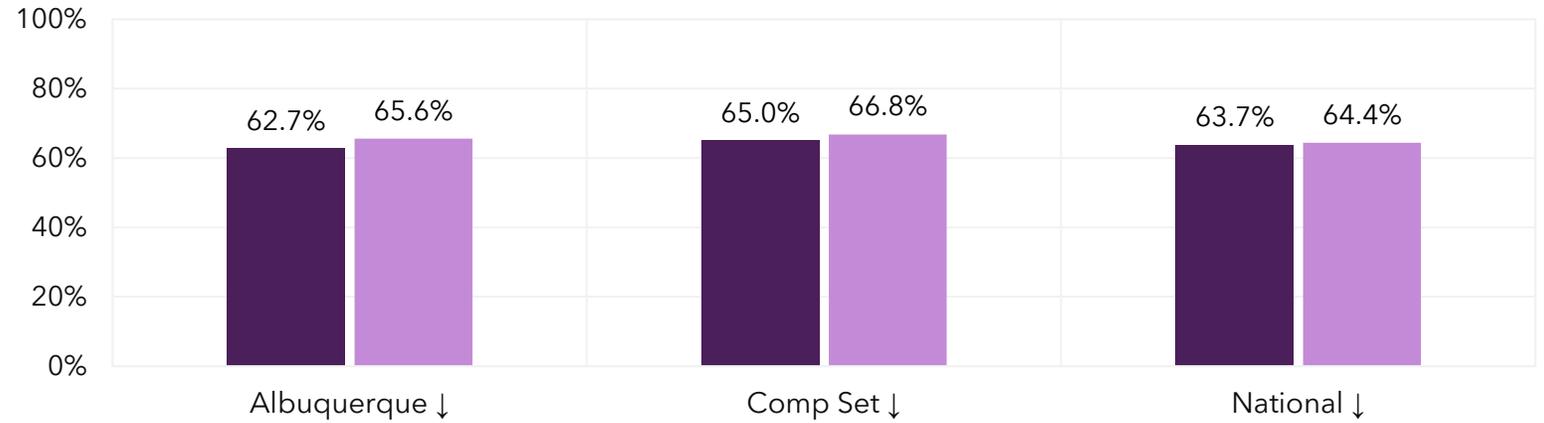
Competitor

HOTEL PERFORMANCE

CYTD through October

Occupancy

■ CYTD25 ■ CYTD24



Average Daily Rate

■ CYTD25 ■ CYTD24



Albuquerque

AIRPORT SNAPSHOT

2026 Fiscal Year-to-Date through October

Deplaned Passengers

1,000,259

-1% vs October 2024

Nonstop Out of State Air Seats

1,278,518

0% vs October 2024

Top 5 Origin Markets
Capacity Change

Dallas	↓7%
Denver	↑1%
Phoenix	↑3%
Houston	→0%
Chicago	↑8%

vs October 2024

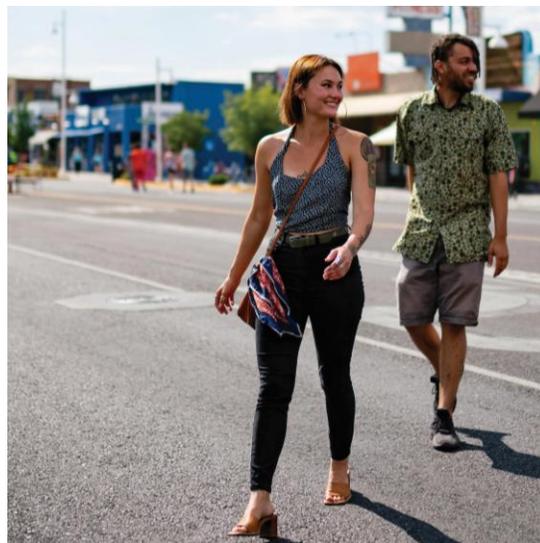


Integrated
Marketing



Marketing
Performance

Brand Health



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MARKETING SNAPSHOT

2026 Fiscal Year-to-Date through November

Impressions

582M

-37% vs November 2024

Website Sessions

2.6M

+2% vs November 2024

Social Followers

409K

+10% vs November 2024



STAY AMAZING

BOOK YOUR STAY

.VISIT.
ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



OVERNIGHT SENSATION

FIND UNIQUE LODGING

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ALBUQUERQUE.
CHANGE YOUR PERSPECTIVE



MAKE ROOM ON YOUR CAMERA ROLL

.VISIT.
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CHANGE YOUR PERSPECTIVE



EXPLORE ALBUQUERQUE. FIND YOURSELF.

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CHANGE YOUR PERSPECTIVE



TURN MOMENTS INTO MEMORIES

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TIMELESS RECIPES, MADE DAILY

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Outreach



Destination
Development &
Partnership
Performance

Training



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DESTINATION DEVELOPMENT & PARTNERSHIP SNAPSHOT

2025 Fiscal Year-to-Date through November

Visitor Center Count

38,178

+9% vs November 2024

ACE Trainees

95

-53% vs November 2024

Active Partners

Need data



Bookings



Meetings,
Conventions &
Sports
Performance

Leads



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MEETINGS, CONVENTIONS & SPORTS SNAPSHOT

2025 Fiscal Year-to-Date through November

Citywide Room Nights Booked

43,269

+11% vs November 2024

Non-Citywide Room Nights Booked

25,932

-16% vs November 2024

Sports Room Nights Booked

50,935

-2% vs November 2024

SALES PERFORMANCE BY SEGMENT

Meetings



18,266 future room
nights booked
(+2% YOY)

8,133 future
citywide room
nights booked
(+13% YOY)

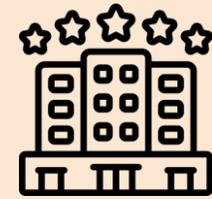
Sports



50,935 future
room nights
(-2% YOY)

35,136 future
citywide room
nights booked
(+11% YOY)

Total



69,201 future room
nights booked
(-1% YOY)

31,258 future
citywide room
nights booked
(+11% YOY)

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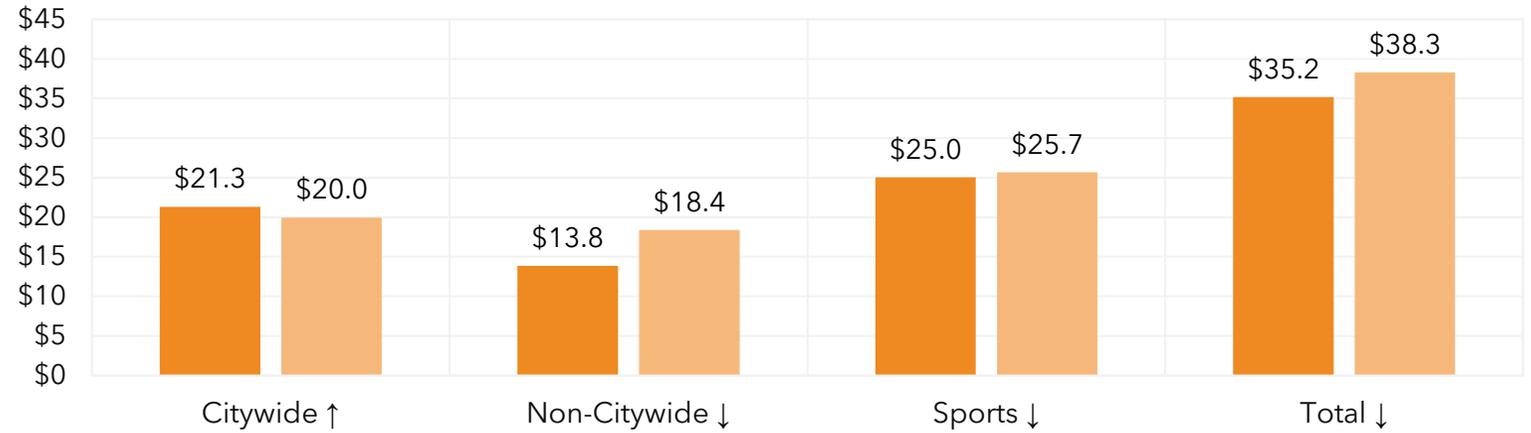
SALES

PERFORMANCE

FYTD through November

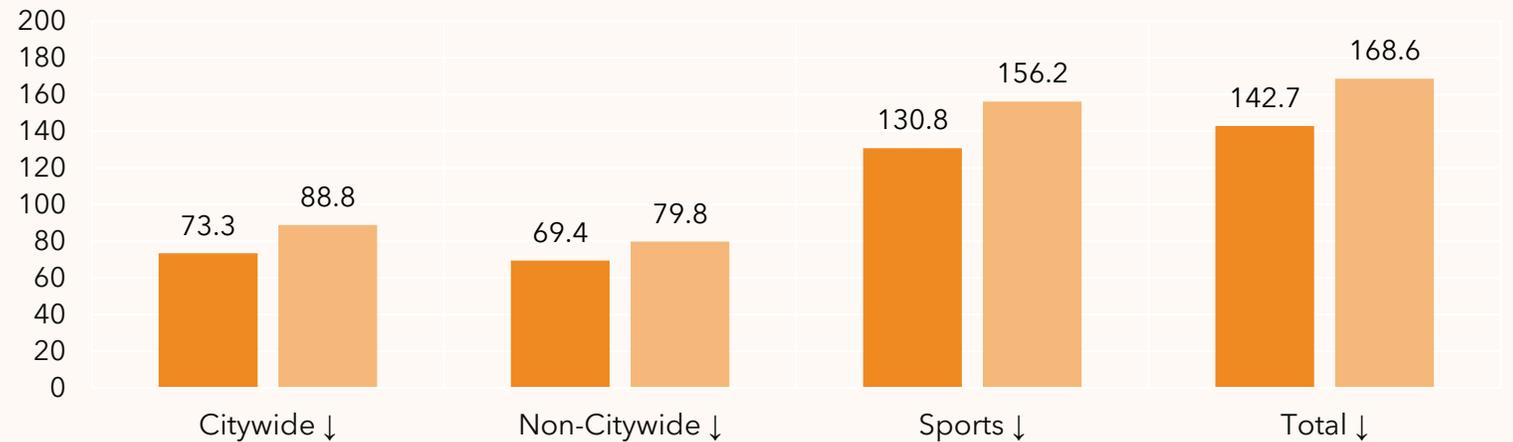
Direct Spend Booked (Millions)

FY26 YTD FY25 YTD



Attendees Booked (Thousands)

FY26 YTD FY25 YTD



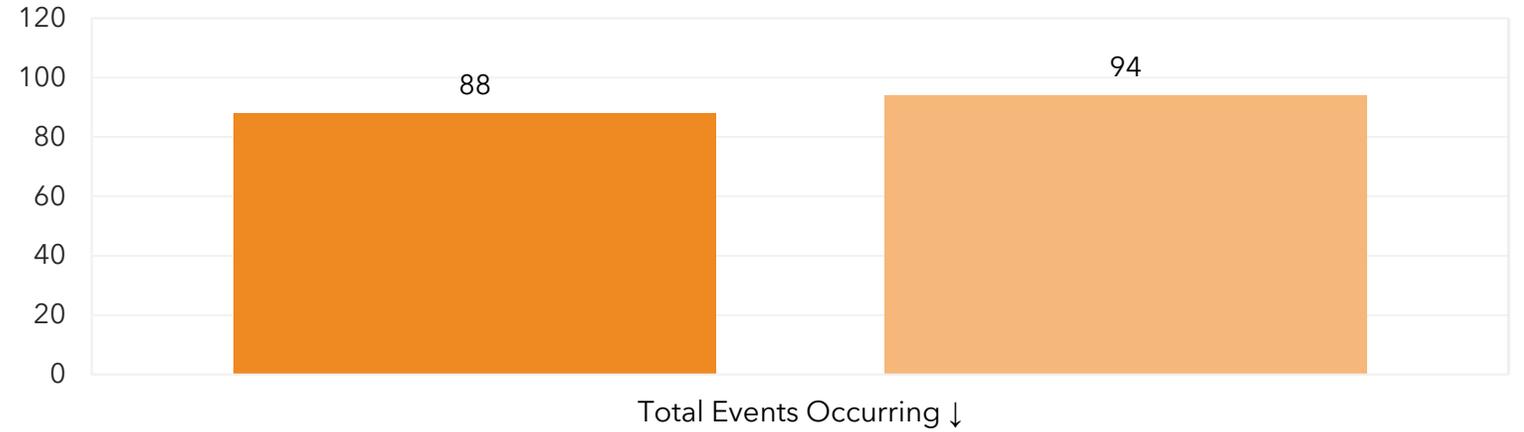
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BUSINESS OCCURRING

FYTD through November

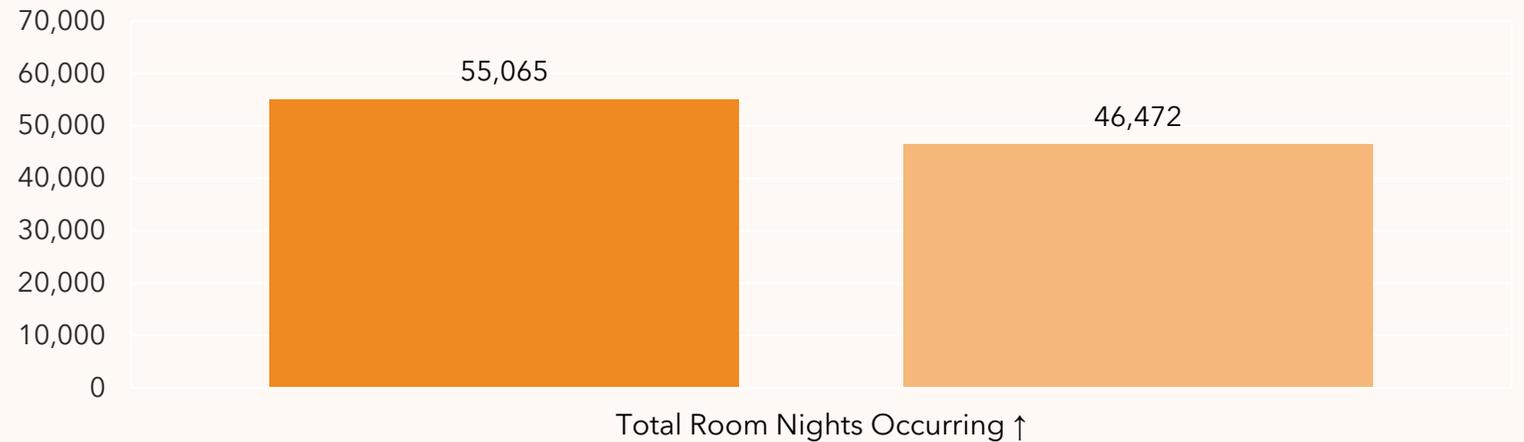
Events Occurring

FY26 YTD FY25 YTD



Room Nights Occurring

FY26 YTD FY25 YTD



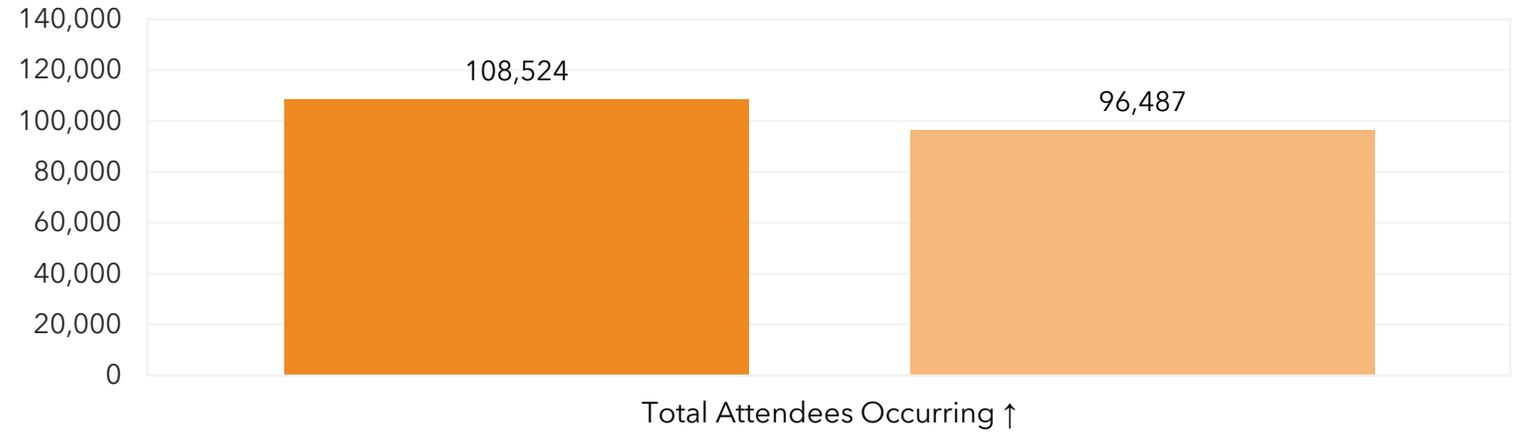
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BUSINESS OCCURRING

FYTD through November

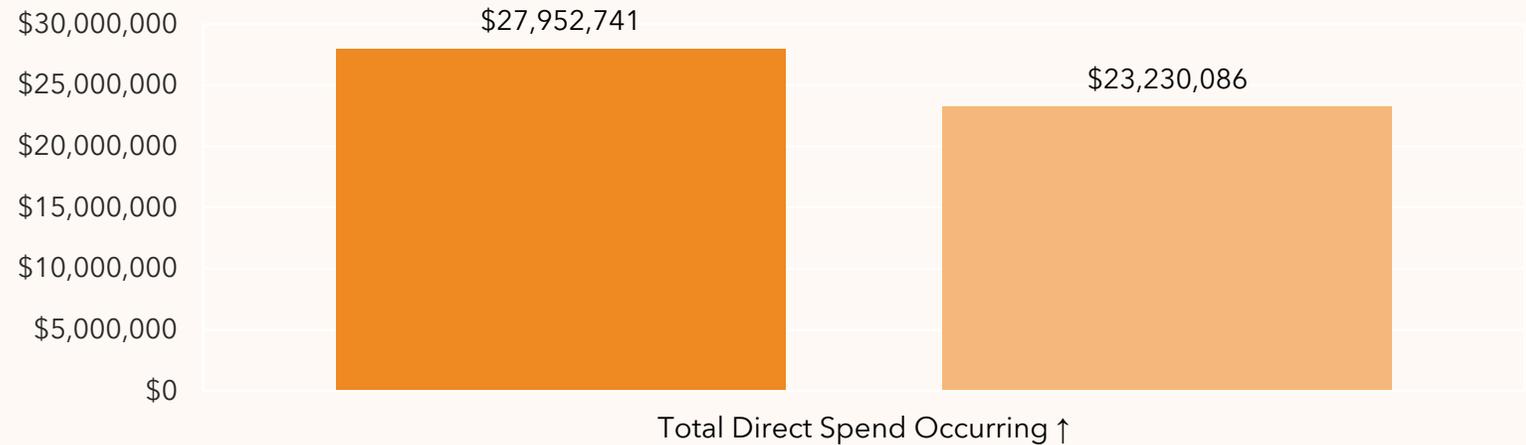
Attendees

FY26 YTD FY25 YTD



Direct Spend

FY26 YTD FY25 YTD



Spotlight On

BUSINESS OCCURRING DECEMBER 2025

Start Date	Group Name	Attendees	Room Nights	Convention Center
12/1/2025	National Farm to School Network - 2025 National Farm to Cafeteria Conference	800	758	Yes
12/5/2025	American Cornhole League - 2025 ACL Albuquerque Open	1,250	1,624	Yes
12/6/2025	New Mexico Youth Soccer Association - 2025 ECNL Regional League - 1	1,426	598	No
12/13/2025	New Mexico Youth Soccer Association - 2025 ECNL Regional League - 2	1,426	598	No

Spotlight On

BUSINESS OCCURRING JANUARY 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
1/10/2026	New Mexico Youth Soccer Association - 2026 State Cup u12-14 - Round 1	2,376	259	No
1/16/2026	International Association of Government Officials - 2026 iGO Mid-Winter Conference	110	448	No
1/17/2026	New Mexico Youth Soccer Association - 2026 ECNL Regional League - 3	1,426	898	No
1/19/2026	Accredited Certifiers Association, Inc - 2026 ACA Training - ALBQ	225	821	No
1/23/2026	UNM Track & Field - 2026 Dr. Martin Luther King Jr. Indoor Track Invitational	1,120	1,063	Yes
1/24/2026	New Mexico Youth Soccer Association - 2026 MLS Next-3	1,426	518	No
1/26/2026	Unitarian Universalist Ministers Association - Institute for the Learning Ministry 2026	500	1,062	No
1/30/2026	UNM Track & Field - 2026 UNM Team Open	1,520	1,442	Yes
1/31/2026	New Mexico Youth Soccer Association - 2026 GA Leagues-2	1,426	598	No

Spotlight On

BUSINESS OCCURRING FEBRUARY 2026

Start Date	Group Name	Attendees	Room Nights	Convention Center
2/5/2026	New Mexico Agriculture Education & FFA - 2026 New Mexico FFA Leadership Conference	450	240	Yes
2/5/2026	New Mexico Activities Association - 2026 State Chess Competition	330	84	No
2/6/2026	UNM Track & Field - 2026 NM Collegiate Classic	1,280	1,215	Yes
2/7/2026	New Mexico Youth Soccer Association - 2026 State Cup u12-14 - Round 2	1,426	259	No
2/7/2026	New Mexico Youth Soccer Association - 2026 TnT Spring Blast	1,980	72	No
2/8/2026	The Benevolent & Protective Order of Elks of the USA - 2026 Advisory Committee and Board of Grand Trustees Meeting	60	201	No
2/13/2026	UNM Track & Field - 2026 Don Kirby Elite Invitational	1,600	1,518	Yes
2/14/2026	USSSA - United States Specialty Sports Association - 2026 USSSA President's Day Tournament	2,574	580	No
2/14/2026	New Mexico Youth Soccer Association - 2026 Power Ford NM Rapids Cup	6,452	1,593	No
2/14/2026	Great Southwest Track & Field Championships - 2026 Great Southwest Indoor Meet	1,287	533	Yes
2/14/2026	New Mexico Youth Soccer Association - 2026 GA Leagues-3	1,426	598	No
2/18/2026	America's Poison Centers - 2026 Poison Center Leadership Meeting	220	455	No
2/20/2026	New Mexico Activities Association - 2026 State Wrestling Tournament	2,013	980	No
2/20/2026	New Mexico Activities Association - 2026 State Swimming & Diving Championships	1,568	649	No
2/21/2026	New Mexico Youth Soccer Association - 2026 Classic FC Spring Cup	8,415	1,834	No
2/23/2026	National Association Of Truck Stop Operators - 2026 NATSO Connect	700	769	Yes
2/24/2026	Alliance for Innovation and Transformation - 2026 AFIT CEO Forum & Reps Meeting	100	257	No
2/24/2026	K12 Six - 2026 National K-12 Cybersecurity Leadership Conference	300	320	No
2/24/2026	Boys & Girls Clubs of America - 2026 MyClubHub Academy	500	912	No